

What is Claimed is:

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1. An interactive television program guide system implemented on viewer television equipment having a main display screen, comprising:
 - means for displaying a given television program on the viewer television equipment; and
 - means for displaying a partial screen program guide display on the viewer television equipment at the same time that said given television program is displayed, said program guide display including at least one video-on-demand program listing.
 2. The interactive television program guide system defined in claim 1 further comprising means for displaying said program guide display as an overlay on top of said given television program.
 3. The interactive television program guide system defined in claim 1 further comprising means for reducing the main display screen area occupied by said television program when said program guide display is active such that said television program may be viewed unobscured.
 4. The interactive television program guide system defined in claim 1 further comprising means for allowing the viewer to browse through additional video-on-demand program listings available in the program guide using remote control keys.
 5. The interactive television program guide system defined in claim 1 wherein the video-on-demand

program listings are organized by category, further comprising means for allowing the viewer to browse through the available categories in the program guide using remote control keys.

6. The interactive television program guide system defined in claim 1 further comprising means for allowing a viewer to direct the program guide system to display the program guide display on said main display screen using a remote control key.

7. The interactive television program guide system defined in claim 1 further comprising means for allowing a viewer to remove the program guide display from said main display screen and return to normal television viewing mode using a remote control key.

8. The interactive television program guide system defined in claim 1 further comprising means for providing more detailed information about the video-on-demand program using a remote control key.

9. The interactive television program guide system defined in claim 1 further comprising means for allowing a viewer to obtain more detailed information about the displayed video-on-demand program by using remote control key to display a detailed information screen on the main display screen.

10. The interactive television program guide system defined in claim 1 further comprising:

means for allowing a viewer to obtain more detailed information about the displayed video-on-

demand program by using remote control info key to display a detailed information screen on the main display screen; and

means for allowing the viewer to place an order for the video on demand program on the detailed information screen using a remote control key.

11. The interactive television program guide system defined in claim 1 further comprising means for allowing a viewer to change the television program shown on the viewer television equipment using remote control keys.

12. The interactive television program guide system defined in claim 1 wherein the system further comprises means for storing at least some of said video-on-demand programs in a home storage device.

13. The interactive television program guide system defined in claim 12 wherein the system further comprises means for watching said video-on-demand program stored in said home storage device.

14. The interactive television program guide system defined in claim 1 wherein the system further comprises means for placing an order for a video-on-demand program displayed in the program guide display.

15. The interactive television program guide system defined in claim 1 further comprising means for indicating that a program displayed in the program guide display is available on demand.

17. The interactive television program guide system defined in claim 15 wherein the ordering means further comprises means for setting a start-time for the video-on-demand program.

19. The interactive television program guide system defined in claim 1 wherein the system further comprises:

means for selecting a start-time for a video-on-demand program ordered by a viewer; and

20. The interactive television program guide system defined in claim 19 wherein the system further comprises means for reminding said viewer of said start-time for said ordered program.

means for reminding said viewer of said start-time for said ordered program; and

means for reminding said viewer of said start-time for said ordered program; and

means for reminding said viewer of said start-time for said ordered program; and

means for reminding said viewer of said
start-time for said ordered program; and

means for providing said viewer with an option to select a new start-time for said ordered

program from a list of start-times provided by said program guide.

25. The interactive television program guide system defined in claim 19 wherein the system further comprises:

means for reminding said viewer of said start-time for said ordered program; and

means for providing the viewer with an option to enter a viewer-defined start-time for said ordered program.

26. The interactive television program guide system defined in claim 19 wherein the system further comprises:

means for reminding said viewer of said start-time for said ordered program; and

means for providing said viewer with an option to cancel said ordered program.

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27. An interactive television video-on-demand program guide system implemented on viewer television equipment having a main display screen comprising:

means for displaying a program guide display on the viewer television equipment that displays at least one video-on-demand program listing;

means for ordering a video-on-demand program represented by said video-on-demand program listing; and

means for allowing a viewer to advance order said video-on-demand program.

28. The interactive television program guide system defined in claim 27 wherein the system further comprises means for allowing a viewer to select a start-time to watch said video-on-demand program.

29. The interactive television program guide system defined in claim 27 wherein the system further comprises means for allowing a viewer to select a start-time for said video-on-demand program by selecting said start-time from a list of start-times provided by said program guide.

30. The interactive television program guide system defined in claim 27 wherein the system further comprises means for allowing a viewer to select a start-time for said video-on-demand program by entering said start-time with a set of numeric input keys on a remote control.

31. The interactive television program guide system defined in claim 27 wherein the system further comprises means for storing at least a portion of said video-on-demand program in a home storage device when said viewer advance orders said video-on-demand program.

32. The interactive television program guide system defined in claim 27 wherein the system further comprises means for storing all of said video-on-demand program in a home storage device when said viewer advance orders said video-on-demand program.

34. The interactive television program guide system defined in claim 33 wherein said purchase price is discounted when said video on demand program is advance ordered.

means for selecting a start-time for a video-on-demand program ordered by a viewer;

means for automatically starting said ordered video-on-demand program at said selected start-time.

means for selecting a start-time for a video-on-demand program ordered by a viewer;

means for allowing said viewer to watch said ordered program immediately from said reminding means.

means for allowing said viewer to acknowledge said start-time indicated by said reminding means and subsequently watch said ordered program at said selected start-time.

means for allowing said viewer to change said start-time indicated by said reminding means to a new start-time, said ordered video-on-demand program automatically starting at said new start-time.

means for selecting a start-time for a video-on-demand program ordered by a viewer;

means for reminding said viewer of a selected start-time for said ordered video-on-demand program;
and

means for allowing said viewer to change said start-time indicated by said reminding means to a new start-time by selecting said new start-time from a list of start-times provided by said program guide, said ordered video-on-demand program automatically starting at said new start-time.

40. The interactive television program guide system defined in claim 27 wherein the system further comprises:

means for selecting a start-time for a video-on-demand program ordered by a viewer;

means for reminding said viewer of a selected start-time for said ordered video-on-demand program;
and

means for allowing said viewer to change said start-time indicated by said reminding means to a new start-time by entering a viewer-defined start-time, said ordered video-on-demand program automatically starting at said viewer-defined start-time.

41. The interactive television program guide system defined in claim 27 wherein the system further comprises:

means for selecting a start-time for a video-on-demand program ordered by a viewer;

means for reminding said viewer of a selected start-time for said ordered video-on-demand program;
and

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42. An interactive television video-on-

means for displaying a program guide display

means for requesting a video clip preview of

43. The interactive television program guide

44. The interactive television program guide

45. The interactive television program guide

46. The interactive television program guide

48. The interactive television program guide system defined in claim 42 further comprising means for displaying a requested video clip preview in a partial screen video window while said program guide display is displayed.

49. The interactive television program guide system defined in claim 48 further comprising means for displaying a given television program while said partial screen video window and said program guide display are displayed.

simultaneously displaying on the main display screen a television program and a partial screen program guide display including at least one video-on-demand program listing; and

allowing the viewer to browse through
available program listings in the program guide.

51. The method defined in claim 50 wherein said simultaneously displaying further comprises displaying the program guide display as an overlay on top of said given television program.

52. The method defined in claim 50 wherein said simultaneously displaying further comprises reducing the main display screen area occupied by said television program when said program guide display is active such that said television program may be viewed unobscured.

53. The method defined in claim 50 wherein the video-on-demand program listings in the program guide are organized by category, said browsing further comprising allowing the viewer to browse through the available categories in the program guide display using remote control keys.

54. The method defined in claim 50 wherein said simultaneously displaying step further comprises displaying said program guide on said main display screen when the viewer presses a remote control key.

55. The method defined in claim 50 wherein said simultaneously displaying further comprises removing the program guide display from the main display screen and returning to normal television viewing mode when the viewer presses a remote control key.

56. The method defined in claim 50 wherein said browsing further comprises providing the viewer with more detailed information about said video-on-demand program when the viewer presses a remote control key.

58. The method defined in claim 57 wherein said displaying step further comprises allowing a viewer to place an order for the video-on-demand program shown on the detailed information screen using a remote control key.

60. The method defined in claim 50 wherein said browsing further comprises allowing a viewer to place an order for the video-on-demand program displayed in the program guide display.

62. The method defined in claim 60 wherein said ordering further comprises entering a parental control code.

63. The method defined in claim 60 wherein said ordering further comprises storing said at least some of an ordered video-on-demand program in a home storage device.

65. The method defined in claim 50 wherein said simultaneously displaying further comprises indicating that the program displayed in the program guide display is available on demand.

67. The method defined in claim 50 wherein said displaying further comprises:

68. The method defined in claim 67 wherein said automatically starting further comprises reminding said viewer of said start-time for said ordered program.

69. The method defined in claim 67 wherein said automatically starting further comprises:

- reminding said viewer of said start-time for said ordered program; and
- providing said viewer with an option to watch said ordered program immediately.

providing said viewer with an option to watch
said ordered program at said selected start-time.

providing said viewer with an option to select a new start-time for said ordered program.

providing said viewer with an option to select a new start-time for said ordered program from a list of start-times provided by said program guide.

providing the viewer with an option to enter a viewer-defined start-time for said ordered program.

reminding said viewer of said start-time for
said ordered program; and

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75. A method for providing an interactive
video-on-demand program guide system
on viewer television equipment having a
display screen comprising:

~~displaying a program guide display on the television equipment that displays at least one demand program listing;~~

~~ordering a video-on-demand program
ed by said video-on-demand program listing;~~

allowing a viewer to advance order said demand program.

76. The method defined in claim 75 wherein
further comprises allowing a viewer to
start-time to watch said video-on-demand

77. The method defined in claim 75 wherein
further comprises allowing a viewer to
select a start-time for said video-on-demand program by
selecting said start-time from a list of start-times
provided by said program guide.

78. The method defined in claim 75 wherein
further comprises allowing a viewer to
start-time for said video-on-demand program by
said start-time with a set of numeric input
remote control.

83. The method defined in claim 75 wherein said ordering further comprises:

- selecting a start-time for a video-on-demand program ordered by a viewer;
- reminding a viewer of a start-time for said ordered program;

84. The method defined in claim 75 wherein said ordering further comprises:

- selecting a start-time for a video-on-demand program ordered by a viewer;
- reminding said viewer of said start-time for said ordered program; and
- allowing said viewer to watch said ordered program immediately from said reminding step.

86. The method defined in claim 75 wherein said ordering further comprises:

- selecting a start-time for a video-on-demand program ordered by a viewer;
- reminding said viewer of said start-time for said ordered program; and
- allowing said viewer to change said start-time indicated by said reminding means to a new start-time, said ordered video-on-demand program automatically starting at said new start-time.

allowing said viewer to change said start-time indicated by said reminding means to a new start-time by selecting said new start-time from a list of start-times provided by said program guide, said ordered video-on-demand program automatically starting at said new start-time.

means for allowing said viewer to change said start-time indicated by said reminding means to a new start-time by entering a viewer-defined start-time, said ordered video-on-demand program automatically starting at said viewer-defined start-time.

allowing said viewer to cancel said ordered program indicated by said reminding means.

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displaying a program guide display on the viewer television equipment that displays at least one video-on-demand program listing; and

91. The method defined in claim 90 wherein said displaying further comprises indicating that said video clip previews is available for the displayed video-on-demand program.

92. The method defined in claim 91 wherein said indicating further comprises using an icon. .

93. The method defined in claim 91 wherein said requesting further comprises displaying a requested video clip preview in a video window.

94. The method defined in claim 91 wherein said requesting further comprises automatically displaying a purchase screen immediately after said video clip preview is shown.

95. The method defined in claim 91 wherein said requesting further comprises displaying a requested video clip preview in a full screen video window.

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97. The method defined in claim 96 wherein said requesting further comprises displaying a given television program while said partial screen video window and said program guide display are displayed.